



Arizona Smokers' Helpline

Ensuring and Enhancing Quitline Reach, Quality and Efficiency

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On behalf of the ASHLine Team

Improving the Health of Arizonans



MEL AND ENID
ZUCKERMAN COLLEGE
OF PUBLIC HEALTH

Overview

Ensuring & Enhancing Quitline Reach, Quality & Efficiency

- **Mission, Vision, Programs & Services**
- **Organizational Enhancement**
- **Marketing**
- **Quality Services**
 - Specialized protocols
 - WebQuit 2.0 (Arizona Research Laboratories)
- **Funding Diversification**

The logo for ASHLINE, featuring the word "ASHLINE" in a bold, green, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance as if it's a tag hanging from a white string.

MISSION

Breathing vitality into the lives of Arizonans through
Inquiry. Innovation. Inspiration

VISION

An Arizona where everyone achieves a healthy lifestyle.

ASHLine is a comprehensive quitline, providing:

- **Evidence-Based Clinical Services**
 - Behavioral support, medication assistance
- **Community Development**
 - Provider referral program (fax, electronic)
 - Technical assistance to support health systems change & policy development
 - Employer pilot program & public-private partnership (PPP) support
- **Research & Evaluation**
 - Analysis, reporting, program evaluation & CQI, QA/QC support
 - Academic research & knowledge development

Organizational Enhancement

Leveraging the Academic Advantage

- **Faculty**
 - Clinical guidance
 - Research collaboration
 - Diverse expertise
- **Students**
 - Graduate/undergraduate internships and employment
- **University Administration, Resources & Infrastructure**
 - HIPAA Privacy Program, Financial Services Office, Office for Research & Discovery, Office of General Counsel
- **Strategic Partnerships**
 - Research and service centers

Organizational Enhancement

Creative Human Resourcing

- **Meet basic service needs**
- **Build intellectual capacity**
 - Support diversified funding
 - Develop new partnerships
 - Enhance visibility
 - Enhance quality
- **Training & educating the next generation of tobacco cessation clinicians and researchers**

Marketing

Updated Logo & Website

The screenshot shows the ASHLine website homepage. The header features the ASHLine logo (a blue square with 'ASHLINE' in green) and the text 'Arizona Smokers' Helpline'. To the right of the header is a green bar containing a 'Donate' button and social media icons for Facebook, Twitter, and YouTube. Below the header is a green navigation bar with links: Home, About ASHLine, Want to Quit, Help Someone Quit, Professional Referrals, and Contact Us. The main content area is split into two columns. The left column has a background image of hands holding a cigarette and a text box that says 'Sign up now. It's FREE!' followed by a description of the service and an 'Enroll Online Now!' button. The right column has a background image of a smiling man on a phone and text that says 'Each year we help thousands overcome tobacco addiction.' and 'You can quit. We can help. 1-800-55-66-222'. Below this text is a green button that says 'Click Here for more information'. At the bottom of the main content area is a row of four blue buttons: 'Quit Smoking', 'Staying Quit', 'Helping Someone Quit', and 'Referrals'.

ASHLINE Arizona Smokers' Helpline

Donate

f t n

Home About ASHLine Want to Quit Help Someone Quit Professional Referrals Contact Us

Sign up now. It's FREE!

Set up an account, fill out the brief questionnaire, and a coach will call to help you start your journey to a tobacco free life!

Enroll Online Now!

Each year we help thousands overcome tobacco addiction.

You can quit. We can help.
1-800-55-66-222

Click Here
for more information

Quit Smoking Staying Quit Helping Someone Quit Referrals

Marketing

Thinking Beyond the Basics

- **Social media team**
 - Facebook, Pinterest, Twitter
- **Tailored promotional materials**
 - Bilingual
 - Population specific foci
- **Media training (ADHS)**
- **Statewide strategic planning**
- **Marketing internship**



Marketing

Community Development as an Alternative Marketing Tool

- **Statewide outreach & provider referral program**
- **Program materials (provider, patient)**
- **Technical assistance & policy development**
 - Integration of quitline referral & program materials
- **Monthly provider e-newsletter**
- **Employer pilot program**
- **Coming soon**
 - Health systems change toolkit

Quality Services

Specialized Protocols

Arizona Smokers' Helpline • 1-800-55-66-222

Quitting smoking is the best decision you can make for you and your baby. There are more than 4,000 chemicals and chemical compounds in tobacco that can affect your health and the health of your growing baby.



Benefits for Mom
Quitting During Pregnancy Can Lower the Risk of:

- Miscarriage
- Infertility
- Ectopic pregnancies
- Placenta Previa
- Placental abruption
- Cancer of the mouth, lung, throat, kidney, bladder, cervix and more
- Respiratory disease: emphysema, chronic bronchitis, flu, colds
- Diabetes
- Heart attacks
- Stroke

ASHLINE
ashline.org

Where to Start

- Call ASHLine: 1-800-55-66-222
- Set a quit date
- Make your home and car tobacco-free today
- Get support from your partner, family, friends and health care providers, etc.
- Nourish your body and your baby with healthy snacks
- Stay busy
- Contact the Arizona Pregnancy Riskline: 1-888-285-3401 • <http://goo.gl/u3CeIV>

Benefits for Your Baby
Quitting During Pregnancy Can Lower the Risk of:

- Still birth
- Premature birth
- Low birth weight
- Cleft palate
- Sudden Infant Death Syndrome (SIDS)
- Fetal growth retardation
- Your child being overweight or obese as a teenager

You can quit We can help.

• Environmental Protection Agency (EPA) Promoting Good Prenatal Health: Air Pollution and Pregnancy. http://www2.epa.gov/sites/production/files/2014-05/documents/odg_prenatal_p_7-10.pdf
• Center for Disease Control and Prevention (CDC) Tobacco use and Pregnancy: <http://www.cdc.gov/reproductivehealth/tobaccousepregnancy/>
• North American Outline Consortium (NAOC) (2014) Issue Paper: Outline Services for Pregnant and Postpartum Women: A Literature and Practice Review. http://ic.ymcch.com/sites/naoutline.site.ym.com/resource/naoutline_Papers/PregnantPostpartumIssuePaper.pdf

- **Electronic Nicotine Delivery Systems (ENDS)**
- **Pregnancy & Postpartum**
- **Youth/Young Adults**
- **LGBTQI**
- **Smokeless Tobacco**
- **Secondhand smoke**
- **Behavioral Health**

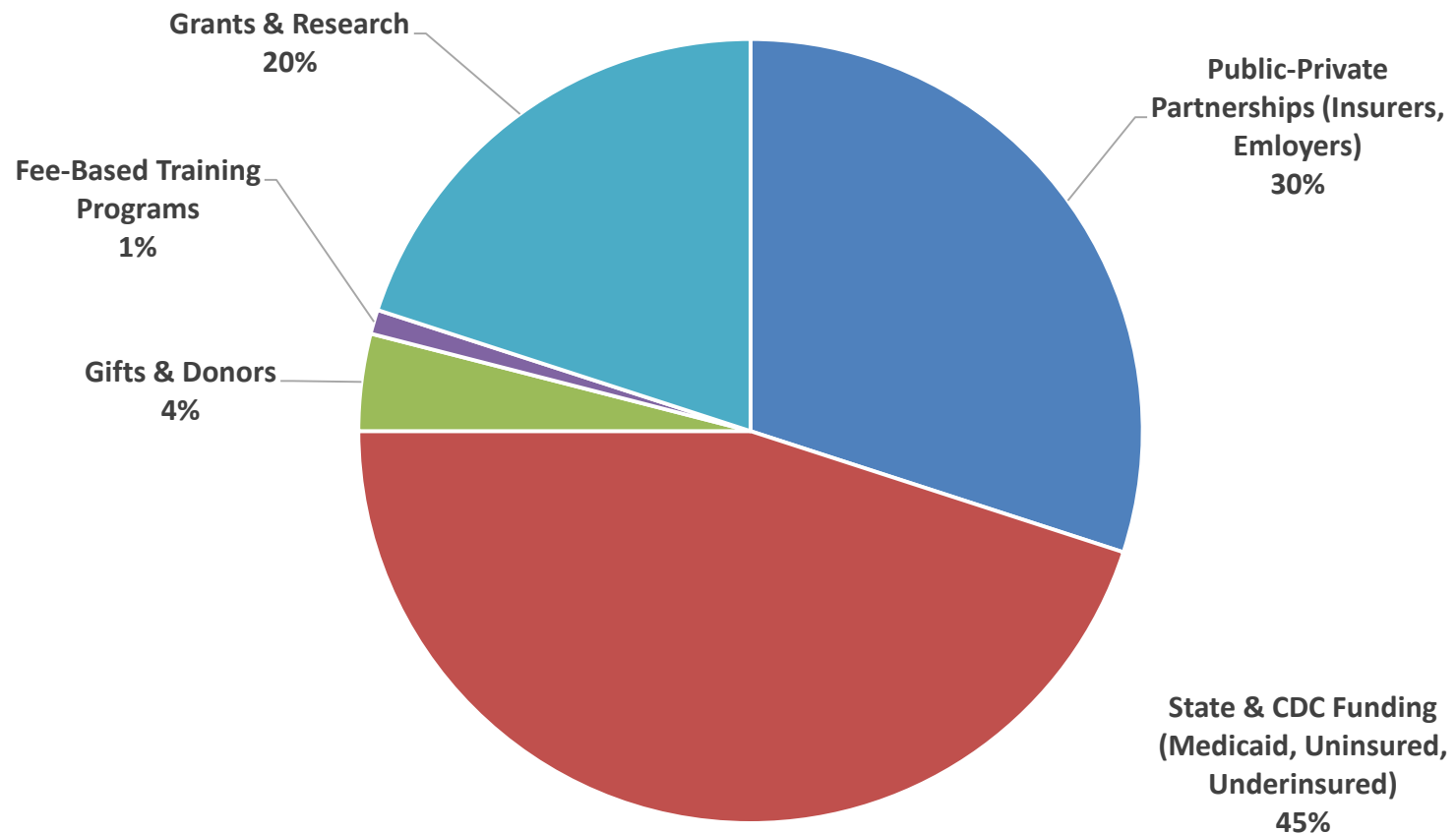
Quality Services

Enhanced Multi-modal Platform

- **Partnership w/ UA Arizona Research Laboratories**
 - Software development & engineering
- **Multimodal clinical services**
 - Telephone (twillio)
 - SMS (text messaging)
 - Email
 - 24/7 online client portal
- **Integrated evaluation/reporting, QA/QC, scheduling, resource utilization, etc.**

Funding Diversification

Proposed Model



Funding Diversification

Building Blocks

- **HIPAA Business Associate (BA)**
 - Security & privacy compliance
- **Rate study**
 - Basis for fee structuring
- **Non-competition approval**
 - Board of Regents requirement
- **Strategic hires**
 - Engage unique & necessary expertise
- **Contracts, MOAs/MOUs**

Steps Toward Funding Diversification

ASHLine PPP Employer Pilot Program

- **Free demonstration pilots** with Arizona employers utilizing ASHLine as a “reasonable alternative”
- Primarily employers imposing a **tobacco surcharge**
- Pilots include **customized service package** with monthly enrollment, utilization and outcome reporting
- Sixteen employer pilots established since 2013

Data-Driven Organizational Change

- **Outcome-informed, evidence-based**
- **Ongoing evaluation**
- **Case study #1:**
Expanded hours of operation
- **Case study #2:**
Low response rate (7-month follow-up)



Questions?



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